GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Media Certification and Monitoring Committee (MCMC) – Pre certification of advertisements and Paid News - Constitution of State Level Media Certification and Monitoring Committee (MCMC) – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.A) DEPARTMENT

G.O. Rt. No.1781 **Dated: 05.09.2023**

Read the following:

Ref: 1. Election Commission of India, New Delhi Letter No. 491/MCMC/5/ 2023/Communication, dated:24.8.2023
2. T/o letter No. 1712/Elecs. A/A1/2023-1, dt. 05.09.2023

O R D E R:

The Election Commission of India vide reference 1st cited have communicated consolidated instructions related to composition and role of Media Certification & Monitoring Committee, Pre Certification of political advertisements and paid news.

2. The District Election Officers in the State have been requested to constitute the District Level Media Certification and Monitoring Committees (MCMC) in their Districts to check "Paid News" and to take up the task of keeping a check on the cases of Paid News.

3. The District Level Media Certification and Monitoring Committees (MCMC) constituted in the districts shall have 3 district functions viz; certification of political advertisements, complaints /issues of Paid news and to assist enforcement of media related regulations under the RP Act. The Committee will scrutinize all newspapers (Print Media) and TV channels (Electronic Media) in the district in order to identify the political advertisements in the garb of news coverage. At the same time, they will certify the advertisements of electronic media in respect of the said district. If the decision of the District MCMC is not acceptable to the candidate, he/she may appeal to the State Level MCMC within 48 hours of receipt of the decision, with information to the District Level MCMC. The State Level MCMC will examine all cases of Paid News on appeal and it may take up suo moto cases, in which it directs the concerned Returning Officer to issue notice to the candidate. The candidate may appeal against the decision of State Level MCMC to the Election Commission of India, New Delhi within 48 hours of receiving of order from the State Level MCMC. The decision of the Commission is final.

4. As per the instructions of the Commission issued under reference 1st read above and reconstitution of the State Level Media Certification and Monitoring Committee (MCMC), the State level MCMC shall comprise of the following officers:

(P.T.O)

a. The Chief Electoral Officer - Chairman
b. ADG/Director level officer from PIB/BOC present in the state - Nodal officer for MCMC to be nominated by DG (Zone), I & B Ministry, Govt. of India Or One expert to be co-opted by the Committee
c. Any Observer appointed by the Election Commission of India
d. Officer of Indian Information Service (IIS), (at the level of US/ DS) posted in the State/ UT, representing a media Department of Government of India.
e. Independent citizen or journalist as nominated by PCI (if any)
f. Addl /Jt CEO in charge of Media (Member Secretary)
g. An intermediary expert/ social media expert (to be chosen by the CEO subject to the eligibility criteria)

5. Accordingly, in pursuance of the above instructions of the Commission, the State Level Media Certification and Monitoring Committee (MCMC) is hereby constituted to check "Paid News" in Media and related matters and to decide the appeal cases from District Level Committees on Certification of advertisement or cases that the committee may take up suo moto, in which case, to direct the concerned Returning Officers to issue notices to the candidates in connection with the conduct of any election, the following Officers as members of the State Level MCMC constituted for the said purpose.

a. Sri M.K. Meena, I.A.S., Chief Electoral Officer ... Chairman
b. Sri T. Henry Raj, I.I.S, M&C Officer, PIB & ROB MoI&B, GOI, Vijayawada. ... Nodal Officer
c. Observer appointed by the Election Commission of India ... Member
d. Dr.G. Kondala Rao, Deputy Director, Regional News Unit, DDK, Vijayawada ... Member
e. Sri. A. Venkateswara Rao, Addl. Chief Electoral Officer, in charge of Media ..... Member Secretary
f. Sri CV Krishna Reddy, Regional Information Engineer I& PR Dept ... Member

6. The Committee constituted above shall remain in force till further orders.

7. The above orders are available on Website www.ceoandhra.nic.in

(By ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

MUKESH KUMAR MEENA
CHIEF ELECTORAL OFFICER &
Ex-OFFICIO SECRETARY TO GOVERNMENT

To
The Members of the Committee concerned.

(Contd.....)

All the Collector & District Election Officers, in the State.
All the Political Parties in the State. (State & National)
All the Television Channels / Cable Network / Private F.M. Radios.
(though the Commissioner, I & PR, AP, Vijayawada.)
Copy to:
The Commissioner I&PR, 2nd floor, NTR Administrative Block, Pandit Nehru Bus Stand, Vijayawada.
The Deputy Director, Doordarshan Kendra, TTD Kalyana Mandapam Rd, Buckinghampeta, Vijayawada, Andhra Pradesh 520002
The Admn. Officer, Press Information Bureau, GOI, New Delhi.
Room No. 203, 2nd floor, CGO Towers, Kavadiguda, Hyderabad-500 080
The Director (IIS), Ministry of Information & Broadcasting, Room No. 747, 'A" wing, Sasthri Bhavan, New Delhi -110001
All Officers and all Sections in the office of CEO.
Sri Rajesh Kumar Singh, Under Secretary, ECI, Nirvachan Sadan, Ashok Road, New Delhi.
The Project Manager, SLA O/o. CEO.
SC / SF.

// FORWARDED :: BY ORDER //

SECTION OFFICER